

# AMERICAN CANCER SOCIETY SIXTH ANNUAL PENNSYLVANIA HOPE RIDE

**JUNE**  
23-24 2018

TWO DAYS . TWO HOPE LODGES . ONE CAUSE . 150 MILES  
[pahoperide.org](http://pahoperide.org) | 717.534.1487

**JANUARY 2018**

## Happy New Year!

## Time to start thinking—PA Hope Ride

Registration will increase on January 15

Due to New Year's Resolutions, the registration fee has been reduced and will not increase until January 15, 2018\*\*

**Do you need some ideas on how to do the fundraising?**

**Daffodil Sales are BACK for 2018:**

**It is only January but thoughts are turning to SPRING and daffodils are back.**

You can sell daffodil bunches or mini pots to family, friends and co-workers during the remaining this **cold month of winter** for arrival in the Spring. It is an easy sell and all the proceeds will go into your fundraising efforts. FORMS are attached to this Newsletter or go to the "[Download Library](#)" for all the forms.

*(More Fundraising on page 2)*



**How we are doing current PAHR stats:**

39 RIDERS  
\$6,597.50  
6 teams

**OUR GOAL FOR 2018 IS 200 Riders!**  
**200 riders each raise a minimum of \$500 = \$100,000!**  
**Help us reach that GOAL.**  
**(If 200 riders raises \$1,000 = \$200,000!)**

**The Teams:**

Team Jenelle  
Team Apollo  
Harrisburg Bicycle Club  
Korrageous Cycling  
TAGD - Today's A Good Day  
Team JO

**Are you registered yet?**

Register **NOW** before the registration fee increases on **January 15, 2018.**

**\*\*As a returning rider, you can use the discount code PAHOPERIDE2018 - NOW until JANUARY 15th!**

## PA Hope Ride Socials/Information Nights

**Help us reach our goal of 200 riders.**

**Come out, bring a family member or a friend!**

**Thursday, February 1 FUNK'S Brewing, Emmaus, PA 6:00 PM**

**Tuesday, February 6 TROEGS Independent Brewing, Hershey PA 6:00 PM**

**Come out, bring a friend and if you and your friend register, you will receive a pair of cooling sleeves**

**MORE EVENTS coming soon. Watch your email and Facebook for more details.**



## NEW FOR 2018 2 NEW FUNDRAISING LEVELS

**\$7,500+ - King of the Mountains  
(Polka Dot Jersey)**

**\$10,000+ - Maillot Jaune  
(Yellow Jersey)**

### \$1K Club is back

To become a member of this exclusive club, riders need to raise at least \$1,000

Membership benefits: Specially designed 1K Club T-shirt, and recognition at dinner Saturday night.



Some of our 2017 \$1K Club members honored at dinner

#### FUNDRAISING (continued from page 1)

**ASK** - ask everyone. It is difficult, but if you are passionate about the cause, tell your story and ask everyone, you will be successful. Surveys have shown that the **number 1 reason** people donate is because someone asked them!

Use the FUNdraising APP. It is easy and you can do it anywhere. Instructions for the FUNdraising APP are in the "Download Library"

**Write a Letter:** If you have trouble asking face to face, write a personal letter telling your story and ask for a donation. Always include the link to your fundraising page.

**Be sure to check out the "DOWNLOAD LIBRARY" for other fundraising ideas.**

#### Follow us on FACEBOOK:

Be sure to "like" the PA Hope Ride Facebook page and stay up to date on what is happening.

Go to [Facebook.com/pahoperide](https://www.facebook.com/pahoperide), please "like" and "share" with all your friends. When posts are made to the Facebook page, PLEASE share the post. It will help us spread the word about this great bike ride.

**THE ROUTE.** We heard you. The planning committee will be working on an improved route for 2018. This year's route will again start and end at the Hope Lodge in Hershey PA. We will keep you informed on the progress. Anyone interested in helping with planning or marking the route, contact [pahoperide@cancer.org](mailto:pahoperide@cancer.org)

There will be a **100 Mile CHALLENGE** route. It is truly a CHALLENGE with multiple hard climbs. If you want to do this route—TRAIN for it.

Our **cancer SURVIVORS** will lead off the 2018 ride with our top 10 fundraisers.

### Important Dates to Remember:

- 1/15/2018 Registration fee goes up to \$115
- 2/1/2018 PA Hope Ride SOCIAL: Funks Brewing Emmaus PA - 6:00 PM
- 2/6/2018 PA Hope Ride SOCIAL: Troeg's Brewing Hershey PA - 6:00 PM
- 3/15/2018 Registration fee goes up to \$125
- 6/1/2018 Recommitment date. All who have not reached the minimum of \$500 will be asked to recommit their intent to do so.
- 6/18/2018 Deadline to qualify for awards, prizes and team/individual ranking for the start of the ride. \$500 fundraising minimum deadline
- 8/31/2018 Last day for donations for the 2018 PA Hope Ride, to qualify for 2018 incentives

### BACK THIS YEAR...

**Dynamo Club** - We will be offering the Dynamo Club jersey to any rider who raises \$5,000 or more! Design is coming soon!

**PA Hope Ride Jersey** - to maximize the impact of every dollar raised, the PA Hope Ride jersey will be earned at \$750, \$250 over the minimum.

#### What \$250 can provide:

- \* A cancer patient and caregiver 2 nights of free lodging at American Cancer Society Hope Lodge
- \* 10 people with free access to 24-hour support via the phone, email, and online chats
- \* 25 rides to and from treatment for a cancer patient
- \* A breast cancer patient with one-on-one peer support from a breast cancer survivor
- \* A trained patient navigator to help cancer patients better understand their diagnosis

# The Hershey Hope Lodge has been providing HOPE A HOME for 30 years!

## Join the PA Hope Ride this year and help us celebrate!

On June 23, the Hope Lodge in Hershey is celebrating it's 30th year of providing "Hope A Home"!

There will be a special celebration at the Kick Off Dinner on Friday evening, June 22 at 6 PM at the Hershey Hope Lodge.

*More details to come.*

### Why we are celebrating?

Lodge manger Andrea Young explains "Last year, we served 683 people. We provided 4024 room nights, saving patients \$603,600.

In the **past five years**, we provided 23,291 room nights, saving patients \$3,493,650"

There are so many grateful cancer survivors and their families who had the opportunity to stay in the Lodge during their treatments:

*My husband is cancer free 3 years now. We so appreciated Hope Lodge and remember spending Christmas there with gratitude.*

*Clarice and Dwane, New Holland*

*It has now been 8 years since I stayed with you and I couldn't have made it through the rough time without your kindness and thoughtfulness. Thank you for being there for me. Thank you!*

*Janet, Macungie*

*Another year has passed as we think back 12 years ago we are so blessed. Hope Lodge was a HUGE part of our lives. We really appreciate that it was there for us. Friendly, warm, cozy -always welcomed us.*

*Thank you again for what you do for the American Cancer Society.*

*Phil and Joyce, State College*

### Got questions? Who ya gonna call?

Email: [pahoperide@cancer.org](mailto:pahoperide@cancer.org) or  
[maryann.kennedy@cancer.org](mailto:maryann.kennedy@cancer.org)

Phone: 717-534-1487

## Some Ride Details

**Each month more details will be shared:**

### What to Expect

Parking for the weekend will be available free of charge.

**Kick Off Dinner** will be held in Hershey on Friday, June 22 for all riders to "Kick Off" the 2018 PA Hope Ride, to hear motivational speakers and meet other riders.

**PA Hope Ride is a 2-day TOUR, not a race.**

**Day 1** begins in Hershey at the American Cancer Society Hope Lodge and ends at Kutztown University for dinner and overnight stay. On Day 1 riders will have the option of riding 75 miles or a 100 mile **true challenge** option.

The route on Day 1 will include rolling hills coming out of Hershey; some relatively flat roads through scenic rural areas and small towns; with a few climbs as the riders near Kutztown, PA.

**Day 2** leaves Kutztown University for a 75 mile ride, climbing a few hills out of the valley to head back across rural roads and through quaint towns, back to the Hope Lodge in Hershey, along a different route.

The roads will be well marked and cue sheets will be provided for each day with turn-by-turn directions. The routes will be mapped on RidewithGPS and downloadable to a GPS or smartphone. This information may not be available until 2 weeks before the ride due to possible route changes and road construction. Be sure to check back for last minute changes.

**Luggage** will be transported from the start in Hershey to Kutztown University and to the end point in Hershey.

**The ride will be held rain or shine.** Be sure to come prepared for rain. The weather at the end of June in Pennsylvania can be hot or cool, sunny or rainy, or, it could be all of these. Please come prepared.